

Academic Rhode Map for BA Communication Major at Rhode Island College with Concentration in Public Relations and Advertising

GENERAL EDUCATION: A complete listing of General Education courses can be found at the Office of Academic Support (OASIS) 401 456-8083 or in the online catalog; look at catalog for year you enrolled. For Gen Ed courses, aside from Second Language requirement, which varies depending on where you are placed, you need ONE course from each category. Second Language 101/102 options are: American Sign, Arabic, French, German, Italian, Japanese, Korean, Latin, Portuguese, or Spanish. For other ways to satisfy the second language requirement look under the Gen Ed. section of the catalog. For information about Math Placement exam visit the orientation webpage. Any courses marked (F) offered Fall only; (Sp) Spring only. Courses with an asterisk * have prerequisites. Courses with a "W" in the prefix are Writing in the Discipline (WID) courses and will be writing intensive.

Academic Major Checklist	Course	Academic Major Checklist	Course
COMM 208 Public Speaking		Choose FIVE from: COMM 201W Writing for News*(WID); COMM 311W Advanced Public Relations*(F)(WID); COMM 312W Advanced Writing: Public Relations and Advertising*(Sp)(WID); COMM 335 Research for Public Relations and Advertising * (Sp); COMM 337 Advanced Advertising * (Sp); COMM 339W Creativity for Public Relations and Advertising*(F)(WID)	
COMM 240 Mass Media and Society			
COMM 251W Research Methods in Communication* (WID)			
COMM 301 Introduction to Public Relations*			
COMM 334 Introduction to Advertising*			
COMM 357 Public Opinion and Propaganda*		Choose Two from: COMM 242 Message, Media, and Meaning; COMM 244 Digital Media Lab*; COMM 340W Media Ethics *(Sp)(WID); COMM 347W Media Law*; COMM 351W Persuasion*(WID); COMM 454 Organizational Communication*; MGT 201W Foundations of Management* (WID); MKT 201W Introduction to Marketing* (WID); or MKT 334 Consumer Behavior*	
COMM 479 Communication Internship*			
COMM 485 Public Relations and Advertising Campaigns*			

This map is a semester-by-semester plan to help you toward graduation in four years. Not everyone graduates in four years as it depends on how many courses you can take, and how you do in those courses. This map is not your only route; it is a suggestion. While there are many courses in your major that have prerequisites that will need you to take them in a special order, there is some flexibility in this map.

The column to the left on the other side of this page suggests the ideal courses for you to take each semester. There are times when those courses may be full or unavailable the semester you plan to take them, in which case consider another course from a different semester with which you can switch. The column on the right has "Checkpoints" for each semester that show where you should be by the end of that semester. You should work from this map as you plan each semester's schedule with your advisor. You should plan to see your advisor in late September for the Spring Semester and in February for the Fall. The Map is designed primarily for freshmen coming to college for the first time, but transfer students may also use the Rhode Map with the understanding that they have most likely completed several requirements through transfer of credit, and will be starting further into the program. Maps assume a Fall start.

GRADUATION REQUIREMENTS: The following requirements must be completed by undergraduate degree candidates at Rhode Island College in order to graduate:

- General Education program, including a second language requirement and RIC 100 or its equivalent
- College Math Competency (which is separate from the Gen Ed math requirement) and must be completed by end of first semester or you will be placed on probation.
- College Writing Competency (satisfied by FYW with a minimum grade of C)
- Academic Major—see check chart below.
- A minimum of 120 credit hours, with a minimum of 45 credit hours taken at RIC. Of the 45 credit hours, a minimum of 15 credit hours must be in the major (12 of which must be at the 300- or 400-level).
- A minimum overall grade point average of 2.0
- A minimum grade point average of 2.0 in your major

Approved by Department Chair: Anthony Galvez Date 6/1/2020

Approved by Undergraduate Curriculum Committee: Date 6/1/2020

Revised: 6/1/2021

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SEMESTER 1	CR	SEMESTER 1 CHECKPOINTS
First Year Writing (FYW 100) or First Year Seminar (FYS 100).	4	FYW 100P is a 6 credit option. There is a Directed Self-Placement questionnaire you can take to aid in this decision; check the RIC First Year Writing website.
RIC 100 Introduction to RIC	1	Exempt if taking COLL 101, COLL 150, or HONR 150
Gen Ed Distribution course from one of these GE categories: Arts (A); Math (M); History (H); Literature (L); or Natural Sciences (NS).	4	If Math competency is completed, consider Gen Ed-MATH here, if not will need to take MATH 010
Gen Ed--Second Lang 101 (based on placement, a course higher than 101/102 may be taken). If language requirement already satisfied: Any Gen Ed Distribution course, or course required in the major	3-4	Language placement test with Dept. of Modern Languages (optional). Complete Second Lang 101 (if needed)
COMM 208 Public Speaking	4	
Requirements and GPA		Aim for 16 earned credits (While 12 is fulltime, 16 credits are preferred to stay on track to graduate in 4 years). Minimum 2.0 GPA
# CREDITS EARNED	16-17	Make appointment with advisor to discuss your schedule for next semester in Sept.

SEMESTER 2	CR	SEMESTER 2 CHECKPOINTS
FYW 100 or FYS 100	4	Complete FYS and FYW, for FYW, grade C or better
Gen Ed Distribution course from one of these GE categories: Arts (A); Literature (L); Math (M); History (H), or Natural Science (NS)	4	Gen Ed Math completed
COMM 240 Mass Media and Society	4	Satisfies Gen Ed. Social and Behavioral Science (SB)
Gen Ed--Second Lang 102 (if needed), other Gen Ed course, or required course for the major/minor	3-4	Complete Second Language 102* (if needed)
Requirements and GPA		Aim for minimum of 32 earned credits, with minimum of 2.0 GPA overall and in the major
# CREDITS EARNED	15-16	Make appointment with advisor to discuss your schedule for next semester in Feb.

SEMESTER 3	CR	SEMESTER 3 CHECKPOINTS
Gen Ed Distribution course from one of these GE categories: Arts (A); Literature (L); Math (M); History (H), or Natural Science (NS)	4	Gen Ed Natural Science completed
Gen Ed Distribution if needed, elective, or course in another major/minor	3-4	
COMM 251W Research Methods in Communication* (WID)	4	Prereq. 24 completed credits
Elective, or course toward another minor/major	3-4	
Requirements and GPA		Aim for minimum of 48 earned credits, with minimum of 2.0 GPA overall and in the major
# CREDITS EARNED	15-16	Make appointment with advisor to discuss your schedule for next semester and discuss possible minor in Sept.

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SEMESTER 4	CR	SEMESTER 4 CHECKPOINTS
Gen Ed Distribution if needed, elective, or course in another major/minor	4	
Choose 1 Connections course (Gen Ed-C)	4	Prereqs are 45 completed credits and FYW and FYS.
COMM 301 Introduction to Public Relations*	4	Prereqs 45 completed credits
COMM 334 Introduction to Advertising*	4	Prereq. 45 completed credits
Requirements and GPA		Aim for minimum of 64 earned credits, with minimum of 2.0 GPA overall and in the major
# CREDITS EARNED	16	Make appointment with advisor to discuss your schedule for next semester in Feb.

SEMESTER 5	CR	SEMESTER 5 CHECKPOINTS
Choose 1 Advanced Quantitative/Scientific Reasoning (Gen Ed-AQSR)*	4	Prereqs are Gen Ed-NS and/or Gen Ed-M
COMM 357 Public Opinion and Propaganda* (Sp)	4	Prereq. is COMM 240
Choose ONE from: COMM 242 Message, Media, and Meaning; COMM 244 Digital Media Lab*; COMM 340W Media Ethics*(Sp)(WID); COMM 347 Media Law*; COMM 351W Persuasion*; COMM 454 Organizational Communication*; MGT 201W Foundations of Management*(WID); MKT 201W Introduction to Marketing*(WID); or MKT 334 Consumer Behavior*(WID)	4	Prereqs. vary—see catalog
Choose ONE from COMM 201W Writing for News*(WID); COMM 311 Advanced Public Relations*(F)(WID); COMM 312W Advanced Writing: Public Relations and Advertising*(Sp)(WID); COMM 335 Research for Public Relations and Advertising * (Sp); COMM 337 Advanced Advertising * (Sp); COMM 339W Creativity for Public Relations and Advertising*(F)(WID)	3-4	Prereqs. vary—see catalog
Requirements and GPA		Aim for minimum of 80 earned credits, with minimum of 2.0 GPA overall and in the major
# CREDITS EARNED	15-16	Make appointment with advisor to discuss your schedule for next semester in Sept.

SEMESTER 6	CR	SEMESTER 6 CHECKPOINTS
Elective, or course toward another minor/major	3-4	
Elective, or course toward another minor/major	3-4	
Choose ONE from: COMM 242; COMM 244; COMM 340W; COMM 347; COMM 351W; COMM 454; MGT 201W; MKT 201W; or MKT 334W(All*)	4	Prereqs. vary—see catalog; need TWO from this set. If pursuing minor make sure you have registered for this with the relevant department prior to audit
Choose One from COMM 201W; COMM 311W; COMM 312W; COMM 335; COMM 337; COMM 339W. (ALL*)	4	TWO from this group completed.
Requirements and GPA		All ten GE courses and second lang. req. completed. Aim for minimum of 96 earned credits, with minimum of 2.0 GPA overall and in the major. Apply for degree audit online through MyRIC
# CREDITS EARNED	14-16	Make appointment with advisor to discuss your schedule for next semester in Feb.

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SEMESTER 7	CR	SEMESTER 7 CHECKPOINTS
COMM 479 Communication Internship*	4	Prereqs 75 completed credits, at least six (6) courses in the Communication area, a minimum GPA of 2.50 in COMM courses with no grade lower than a "C."
Choose One from COMM 201W; COMM 311W; COMM 312W; COMM 335; COMM 337; COMM 339W. (ALL*)	4	Prereqs. vary—see catalog
Choose One from COMM 201 (WID); COMM 311 (WID); COMM 312W; COMM 335; COMM 337; COMM 339W. (ALL*)	3-4	Prereqs. vary—see catalog
Elective, or course toward another minor/major if needed	3-4	Need minimum of 12 credit hours for full-time status.
Requirements and GPA		Aim for minimum of 108 earned credits, with minimum of 2.0 GPA overall and in the major
# CREDITS EARNED	14-16	Make appointment with advisor to discuss your schedule for next semester in Sept.

SEMESTER 8	CR	SEMESTER 8 CHECKPOINTS
Choose One from COMM 201 (WID); COMM 311 (WID); COMM 312 (WID); COMM 335; COMM 337; COMM 339 (WID). (ALL*)	4	FIVE courses from this group completed. Prereqs. vary—see catalog
COMM 485 Public Relations and Advertising Campaigns*	4	Prereqs. are COMM 251 or COMM 251W, COMM 301, COMM 334 and COMM 311 or COMM 311W or COMM 337
Elective, or course toward another minor/major	3-4	
Elective, or course toward another minor/major	3-4	
Requirements and GPA		Need minimum of 120 earned credits, with minimum of 2.0 GPA overall and in the major
# CREDITS EARNED	14-16	Attend Gradfest and Commencement

For more information, check the Communication Department website:
<https://www.ric.edu/departments-directory/departments-communication>

NOTE: The minimum total credit count for the Communication major (concentration in Public Relations and Advertising) is 60 credits (depending on choices), although 4 of those may be offset against one Gen Ed. course (SB), which leaves 36 more credits of Gen Ed. and possibly 9 more depending on secondary language needs and RIC 100. The minimum credit count will be 96 credits (without secondary language or RIC 100), which would leave 24 elective credits, which could be used for a minor.